



KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Contract # 859110

Schedule Dates

10/15/12-10/21/12

Advertiser

Bob Ferguson for Attorney General (39327)

Agency/T-Code

Media Strategies & Research - VA (1523)/155303

Product

Political - State Attorney General (1184)

Brand

Candidate - Attorney General (172357)

Salesperson

Morgan, Colleen (2767)

Sales Office

Belo - National Non-Rep

Buyer Name

/

Phone/Fax

12225

CPE

Local/Political Candidate - Agency

Account Types

Standard

Billing Type

Standard

Comments

\$27,625 28X KING

10/01/12

10/01/12

Hayley Kushman

Yes

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Seattle/Tacoma (KING) (KING)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

28

Rate

\$27,625.00

Spots

28

Rate

\$27,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	4:57A- News @ 5am M-F			1		1				2	\$325.00	\$650.00	Seattle/Tacoma (KING)	5A NEWS	10/1/12
2.0	Normal Line / SPOT	10/15/12-10/18/12	4	:30	5:57A- News @ 6am M-F		1		1	1				3	\$750.00	\$2,250.00	Seattle/Tacoma (KING)	6A NEWS	10/1/12
3.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	7A- 8A (PT)			1		1				2	\$800.00	\$1,600.00	Seattle/Tacoma (KING)	TODAY 7-8A	10/1/12
4.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	8A- 9A (PT)				1					1	\$775.00	\$775.00	Seattle/Tacoma (KING)	TODAY 8-9A	10/1/12
5.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	7:59A- News @ 8-10am Sa						1			1	\$650.00	\$650.00	Seattle/Tacoma (KING)	SA 8-10A NEWS	10/1/12
6.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	7A- 8A (PT)							1		1	\$500.00	\$500.00	Seattle/Tacoma (KING)	SU 7-8A NEWS	10/1/12
7.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	9A- Today Show						1			1	\$300.00	\$300.00	Seattle/Tacoma (KING)	TODAY 2	10/1/12
8.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11:59A- News @ 12pm		1							1	\$400.00	\$400.00	Seattle/Tacoma (KING)	12P NEWS	10/1/12
9.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	2:58P- Ellen			1	1	1				3	\$500.00	\$1,800.00	Seattle/Tacoma (KING)	ELLEN	10/1/12
10.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	5P- 5:30P (PT)				1					1	\$800.00	\$800.00	Seattle/Tacoma (KING)	5-530P NEWS	10/1/12
11.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	5:30P- 6P (PT)			1						1	\$900.00	\$900.00	Seattle/Tacoma (KING)	530-6P NEWS	10/1/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6:30P- 7P (PT)		1		1	1				3	\$1,400.00	\$4,200.00	Seattle/Tacoma (KING)	630P NEWS	10/1/12
13.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	7:30P- Inside Edition						1			1	\$700.00	\$700.00	Seattle/Tacoma (KING)	INSIDE ED	10/1/12
14.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	9P- The Office						1			1	\$5,800.00	\$5,800.00	Seattle/Tacoma (KING)	OFFICE	10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Contract # 859110

Schedule Dates

10/15/12-10/21/12

Advertiser

Bob Ferguson for Attorney General (39327)

Agency/T-Code

Media Strategies & Research - VA (1523)/1553031

Product

Political - State Attorney General (1184)

Brand

Candidate - Attorney General (172357)

Salesperson

Morgan, Colleen (2767)

Sales Office

Belo - National Non-Rep

Buyer Name

/

Phone/Fax

12225

CPE

12225

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments

\$27,625 28X KING

KING-TV

333 Dexter Avenue N
Seattle, WA 98109Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030Date Entered 10/01/12
Last Modified 10/01/12
Entered By Haley Kushman
CO-OP Yes
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,143.75
Net Total \$23,481.25
Sales Tax**Seattle/Tacoma (KING) (KING)**

By Broadcast Month Spots Rate

Oct. 2012 28 \$27,625.00

Grand Total: 28 \$27,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	8:30P- Community	1					1			1	\$2,000.00	\$2,000.00	Seattle/Tacoma (KING) (KING)	WHITNEY/COMMUNITY	10/1/12
16.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	11P- News @ 11pm M-F	1		1		1				2	\$1,250.00	\$2,500.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/1/12
17.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	12:37A- Late Night with Jimmy Fallon	1								1	\$500.00	\$500.00	Seattle/Tacoma (KING) (KING)	FALLON	10/1/12
18.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	11:35P- 12:35A (PT)	1	1		1					2	\$650.00	\$1,300.00	Seattle/Tacoma (KING) (KING)	LENO	10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: